

## Certified Carbon Reduction Manager

An Industry Recognized Certification for Energy Management & Environmental Professionals

### Who are Certified Carbon Reduction Managers?

- Do you currently lead, plan, coordinate and manage green, clean or sustainability programs at your firm or organization?
- Are you a consultant that specializes carbon reduction or GHG emissions programs for your clients and wants to certify your knowledge and experience?
- Are you an energy professional, with technical, management and communication skills in green and sustainable building design, construction or management who wants to get recognized and rewarded for your experience and knowledge?

Carbon reduction professionals apply their specialized knowledge to assist companies and organizations to reduce their carbon footprint and become "carbon-neutral" as possible. They understand the principles of the Paris climate agreement, Kyoto Protocol and other guidelines published by WRI, ISO, and WBCSD. For firms engaged in this area, CRMs can interpret current trends and legal requirements; conduct carbon audits and emission inventories; identify reduction opportunities; set up a GHG emissions management program, report carbon emissions in compliance with international standards and complete the emissions verification process. They are also able to structure financing and marketing to maximize project success



#### What does the Certified Carbon Reduction Manager (CRM<sup>®</sup>) Certification Program offer?

This program helps educate and qualify individuals involved in carbon management and sustainability programs. By obtaining the CRM certification, candidates gain industry and peer recognition by demonstrating their understanding of core principles, practices, and technologies. The program also raises the professional standards, both technical and ethical, of those engaged in the industry.

#### What is the bottom line for me or my company?

Gaining a wide-reaching and industry-recognized certification is always a personal and financial investment. Individuals report career improvements in the form of salary and responsibility increases. The certification shows individuals hold a fundamental understanding of the profession and a commitment to the highest standards of quality. Companies, organizations, and consultants with a CRM on-staff often see a higher affinity with their customers because CRMs understand their customer's requirements and are trusted to report and validate energy metrics and potential savings.

## What functional areas does the CRM® Certification Program cover?

The certification program requires fundamental knowledge across several core principles and practices specific to carbon management. These include:

- History, Terminology, Policy and Legislation
- Carbon Audit
- Emissions Reporting / Verification
- Emissions Conversions
- Energy Efficiency Solutions
- Renewable Energy Sources and Green Power
- Fleet Management
- Emissions Trading, Terminology and Offsets
- Recycling, Financing and Marketing

## How do I become eligible for AEE's CRM® certification?

Every certification program offered by AEE is defined by strict standards to ensure the program maintains its industry-wide recognition and credibility. To that end, AEE stipulates three criteria that all CRM candidates must meet. Firstly, applicants must have relevant experience or educational credentials (see below). Secondly, candidates must undergo a defined training program that aligns with the fundamental knowledge base of the program, and the principles and practices of the industry as a whole. Thirdly, candidates must pass the associated exam to demonstrate their technical knowledge, proficiency, and abilities in the area of carbon management and reduction.

### Experience & Education

Applicants must meet one of the following eligibility criteria:

- Hold a 4-year engineering or architectural degree.
- Hold a 4-year Bachelor's degree in business or a related\* field and 3+ years related\* work experience.
- Hold a 2-year associate degree and 5+ years related\* work experience.
- Have 8+ years related\* work experience
- Be a current Certified Energy Manager (CEM®).

\*Related degree or experience in energy management, or carbon management.

## When did the CRM® certification program start?

The CRM certification was originally launched in 2008 and is now widely respected in the U.S. and internationally. The Carbon Auditor Professional (CAP) program is offered in Hong Kong and meets the same objectives as the CRM program.

## Why would I want to take a training program when I believe I already have the knowledge and experience required to pass an exam?

A CRM training program provides more value than only preparing individuals to take the associated exam. It brings all candidates to a base level of understanding across a wide variety of carbon management and reduction topics.

For those entrenched in their normal daily activities, attending a training program, held away from the office, in a classroom environment can be a catalyst for improvement and change. For many, the chance to network, connect, and learn from other like-minded individuals is incredibly valuable.

## I obtained my CRM® Certification, where do I go next?

The CRM certification can help define your status as an energy professional and help progress your career. Once complete, make sure you maintain your account and keep track of your certification on [aeecenter.org](http://aeecenter.org). You can also keep up to date on energy management practices and technologies by joining your local AEE Chapter. Energy professionals continuously tell us that they stay ahead in the industry by getting involved in their local community.

[Find Your Local AEE Chapter](#)

## Which companies and industries value an AEE certification?

You can find AEE certified professionals across markets and industry sectors, from utilities, ESCOs, major multi-national corporations, power companies, respected controls contractors, and manufacturers, to federal, state, and local governments, military, universities, and school boards. Many of these organizations require a certification as a condition of hiring or a requirement for advancement. Government organizations request certified professionals within “Requests for Proposals.” The following list is a sample of companies across a wide range of industries that have demonstrated they value AEE certified professionals.

- 3M
- 3M Canada
- Abbott Laboratories
- AK Steel
- ALCOA
- Alliance to Save Energy
- American Axle & Manufacturing
- Amgen
- Anheuser Busch
- ArcelorMittal
- Archer-Daniels-Midland
- AstraZeneca
- Atlas Copco Canada
- Baxter Healthcare
- Bayer Corporate & Business Services
- Bechtel National
- BMW Manufacturing Corporation
- Boeing
- BP North America
- Briggs & Stratton Corporation
- Bristol Myers Squibb
- Burrows Paper Corporation
- CalsonicKansei North America
- Cargill
- Carrier Corp - UTC
- Caterpillar Inc
- CEMEX, Inc.
- Chevron
- Chrysler
- Conoco Phillips
- Cummins
- Dana Holdings Corporation
- Deere & Co.
- Dell, Inc
- Delphi Corporation
- Duracell
- Eastman Chemical Company
- Eli Lilly & Company
- Eurocan Pulp and Paper
- ExxonMobil
- Fluor
- Ford Motor Company
- Freescale Semiconductor
- Frito-Lay, Inc.
- Fruit of the Loom
- GE Energy
- GE Wind Energy LLC
- General Mills Inc.
- General Motors Energy & Utilities Services Group
- General Motors of Canada
- Georgia Tech Enterprise Innovation Institute
- GlaxoSmithKline
- GM - Brazil
- Goodyear Tire & Rubber Co
- Harley-Davidson Motor Company
- Hess
- Hewlett-Packard
- Hormel Foods
- IBM
- Intel
- John Deere
- Johnson & Johnson
- Kimberly-Clark
- Kraft Foods
- La-Z-Boy Inc
- Lockheed Martin
- Lone Star Steel Company
- Masco Corporation
- McCain Food USA
- Merck
- MillerCoors, LLC
- Motorola
- Nalco Company
- Nestle Purina Pet Care.
- Nestle USA, Inc.
- Northrop Grumman
- Novartis
- Owens Corning
- Papa John’s International
- Penske Truck
- PepsiCo
- Petrobras
- Pfizer
- PPG Industries
- Pratt & Whitney
- Pratt & Whitney Canada
- Procter & Gamble Mfg. Co.
- QuikTrip Corporation
- Raytheon
- Rockwell Automation
- RR Donnelly
- Sanofi-Aventis
- Shaw Industries, Inc.
- Shell Global Solutions
- Sherwin-Williams
- Sikorsky Aircraft Corporation
- Standard Motor Products, Inc.
- Subaru of Indiana Automotive, Inc
- Sunoco, Inc.
- The Dow Chemical
- Towson University
- Toyota
- Tropicana Products, Inc.
- U.S. Steel
- Unilever
- United Technologies
- US DOE
- US EPA
- US Steel
- Vought Aircraft
- Wal-Mart
- Walt Disney
- Weyerhaeuser Company
- Whirlpool
- Wyeth
- Xerox
- Yum! Brands, Inc.

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